App. F. IX-4

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File No. 609-18

Previous References.

Serial Nos.

Later References.

G AD 1555 & 57

GENERAL AND REVENUE SECRETARIAT

Serial Nos. One

Part B for

SUBJECT

Appointment of Publicity Officer to Govt.:- Applications for appointment thereof.

APPOINTMENT OF PUBLICITY OFFICER TO GOVERNMENT.

App. F

General and Revenue Secretariat | File No., of 194

Serial No.

1. The post of Publicity Officer to Government held by the late Sri G.V.Rajaratnam is vacant since 21st January 1949. The question of filling up the post is for consideration and orders.

2. Prior to 1937 one of the officers in the regul cadre of the General and Revenue Secretariat used to be entrusted with the duties of Publicity Officer. In that year, it was felt desirable that the services of a journalist of experience should be secured for employment as a wholetime Publicity Officer. Accordingly, the services of Rao Sahib Mr.C.S.R.Rao, who was for a long time associated with the "Statesman" of Calcutta were secured for this post in November 1937. A year later, another journalist Mr. S. Ranga Iyer (who was Editor, 'Roy's Weekly' for some time) was appointed Publicity Officer in place of Mr.C.S.R.Rao and he continued to hold that post till his death in 1942. Since then the appointment is held by an officer selected from the general service. In May 1941, the Publicity Department was reorganised and placed on a permanent footing under the supervision of the Publicity Officer, whose pay was fixed at Rs.250-40/2-450.

3. The need for having an efficient organization under a competent officer to attend to this important work was being increasingly felt. The necessity, under present conditions, of having a capable Publicity Officer commanding a certain amount of status and influence was also being stressed.

4. Accordingly, in 1946, the post of a Publicity Officer to Government was created on a grade pay of Rs.600-50-850 against the existing sanctioned post (on Rs.250-40/2-450 -----) and the post was duly advertised calling for applications from duly qualified candidates. A number of applications was received in response to the advertisement.

5. When the question of the selection of an officer for this post was however considered,

Note.— Contn. Sheet

at a meeting of the Council held in June 1947, it was decided that the late Sri G.V.Rajaratnam may be appointed Publicity Officer on Rs.600-25-850. | Serial No.

6. The post of Publicity Officer to Government now carries a grade pay of Rs.600-25-850. The grade pay of Assistant Publicity Officers was originally Rs.150-25/2-250. This was revised to Rs.250-40/2-450. This now stands at Rs.300-25-500 in the case of two Assistant Publicity Officers and at Rs.150-10-250 in the case of the third Assistant Publicity Officer.

7. The Publicity Office consists at present of three Assistant Publicity Officers, two,namely,(1) Sri B.N.Sri Sathyan, and (2) Sri D.R.Ramaiya on Rs.300/- in grade Rs.300-25-500, and one, Sri D.N. Pallegar on Rs.160/- in grade Rs.150-10-250. Sri B.N. Sri Sathyan who is also Deputy Chief Press Adviser, has been doing the duties of Publicity Officer to Government ever since Sri Rajaratnam went on leave due to ill-health, and orders are now under issue notifying him as Offg.Publicity Officer from the date he has been doing duty as such. Proposals have also been submitted separately for consequential promotions in the Publicity Office in the vacancy released by the promotion of Sri B.N.Sri Sathyan as Offg.Publicity Officer. The file is at present before the Chief Minister. There are no proposals, however, for filling up the last place, viz., the post of Assistant Publicity Officer on Rs.150-10-250 held by Sri D.N. Pallegar.

8 The question of filling up the post of Publicity Officer permanently - by advertisement, by seniority promotions in the Department or by any other means is for consideration and orders.

9 The process of advertisement, interview and selection is a slow and laborious one, and takes considerable time, and, seeing the result of such a process on the last occasion when the late Sri G.V.

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eneral and Revenue Secretariat

File No. 4507 CB of 1948.

Serial No.

Rajaratnam was finally appointed after having been placed in charge from May 1946 to July 1947, the method has probably been tried without much success.

10. If promotions in the order of seniority are approved, the following arrangement would be in order:-

1. Sri B.N.Sri Sathyan, Assistant Publicity Officer and Deputy Chief Press Adviser, on Rs.300/- in grade Rs.300-25-500 to be Publicity Officer on Rs.600-25-850.

2. Sri D.R.Ramaiya, Assistant Publicity Officer, on Rs.300-25-500.(no change);

3. Sri D.N.Pallegar, Assistant Publicity Officer, on Rs.160/- in grade Rs.150-10-250 to be promoted to the grade Rs.300-25-500.

11. Sri Pallegar's own vacancy remains, however, to be filled up.

12. In connection with the vacancy caused in the Publicity Department by the demise of Sri G.V.Rajaratnam, two representations have been received, one from Sri C. Nanjarajiengar, Assistant Secretary to Government, for being considered for the post of Publicity Officer, a post which he had held before, and another from Sri S.N.Kalabhairavan, First Division Clerk, General and Revenue Secretariat, for being considered for the post of an Assistant Publicity Officer. The Chief Minister has minuted on both these representations that they have to be considered at the time of making permanent arrangements in the Department.

13. In this connection, an application has also been received from one Sri Premchand Kakumal Anandani for being considered for the post of Publicity Officer, and the application is put up herewith.

14. Submitted for perusal and orders.

Sri 15.2.49 Chief Secy)

Dy Secy 15/2/49

Chief Minr. } For consideration later.
Chief Secy Laws. }

Rec'd in CB on 17.2.49

Note.— Contn. Sheet

CHIEF SECRETARY 7646 15 FEB 1949 GOVT. OF MYSORE

Office of the Chief Minister No. C.18.97 Date of Receipt 17-2-49 Date of Return

9

DEPARTMENT 834 16 FEB 1949 GOVT. OF MYSORE

Appointment of Publicity Officer to Govt.

File No. of 194 .

General and Revenue Secretariat

Serial No.

Applications since received from the following candidates are placed in the linked file :—

1) Sri D.A. Subba Rao, B.A. (Hons.),
2) " M.A.M. Patel, B.A. (Hons.), LL.B.
3) " K.C. Chowdappa Reddy, B.A.
4) Janab Mirza Badruddin Hussain, B.A.
5) Sri S. Nafeesha Rao, B.A.
6) Sri B.V. Sivalingappa, B.A. LL.B.
7) " C. Siddaiah, B.A., B.Com.
8) " B. Channabasavappa, M.A., LL.B.

Order re-regarding reorganisation of the Publicity Office and appointment of Sri B.V. Sivalingam as Principal information Officer to Govt has been drafted and issued in separate file. Applications for the post of PIO information Officers are transferred to this file. Hence this file may be closed.

JDM
16/12

I beg to submit for favour of kind consideration this my application for the post of Publicity Officer to Government which is now vacant.

2. I am working at present in the General and Revenue Secretariat as an Assistant Secretary to Government and am getting a pay of Rs 480/- in grade Rs 300-25-500. I shall be reaching the maximum of the grade in a few months. I have put in so far 35 years of service during which I was employed on various duties; of these I may make mention of my work in connection with the publication of the Mysore Blue Book and Publicity Journal under Mr. M. Madhava Rau, then Efficiency Audit Officer, and later, as Office Assistant, Publicity Office, under Mr. R. Ranga Rao. I later held the post of Personal Assistant to two Members of Council (the late Mr. K. Chandy and Rajakryaprasakta Dewan Bahadur Sir M.N. Krishna Rao). I next worked in the Dewan's Office for 17 years from 1926 to 1943 - 15 years under Amin-ul-Mulk Sir Mirza M. Ismail, KCIE., OBE., and 2 years under Pradhana Siromani N. Madhava Rau, CIE. During this period it was my privilege to work directly under the Dewan, and I was entrusted with duties of an important character, such as preparation of notes and memoranda, drafting of letters and submission notes, preparation of notes for the Dewan's speeches and addresses, etc. I was also in charge of the work of the Dewan's Office - first as Superintendent and later as Assistant Secretary on the Staff of the Dewan.

3. Sir Mirza Ismail was pleased to express his generous appreciation of my work in the following terms: "Mr. C. Nanjarajiengar has worked directly under me for 15 years. During all this time I have found him a most capable, trustworthy, hardworking and

useful

useful officer. He has done his work with extraordinary zeal and ability."

4. I was posted as Publicity Officer to Government in July 1945 and worked as such till May 1946 when I was posted as Assistant Secretary to Government. My work chiefly consisted of the following:-

1. Publication of the monthly Information Bulletin both in English and Kannada.
2. Publication of the Handbook of the Dasara Exhibition.
3. Publication of pamphlets relating to the War Effort of the State, Rural Reconstruction Schemes, etc.
4. Preparation of the annual Administration Report of the State.
5. Preparation of notes for the Dewan's Dasara Address.
6. General Publicity - (Issue of Press Notes, communiques,&c.)
7. Commercial Publicity (Distribution of Government advertisements to the newspapers and journals, payment of bills, etc.)
8. War Publicity,

and 9. Press advising and work connected with the Press Advisory Committee.

5. In addition to this, a weekly "Mysore Letter", covering important measures and activities of Government for the week, was prepared and got published in a dozen important newspapers in India with which friendly contacts had been established and maintained in the interest of publicity. Articles and write-ups were also prepared for publication in the Special Numbers issued by the managements of certain newspapers and magazines in the country. At the request of the Trade Commissioner, articles on Mysore were prepared and sent, and these were published in "Great Britain and the East" and other leading British journals. An article dealing with the many-sided progress of Mysore was prepared for the 1945 Annual Number of the B.B. & C.I. Railway Magazine.

6. I prepared and submitted a scheme for the development of tourist traffic in the State for the consideration of Government.

7. Special attention was devoted to the publicity of the War Effort of the State. Apart from contributing articles to the various journals on Mysore's contribution to the War, I brou

a booklet, "War Effort in Mysore" in connection with the visit of His Excellency the Viceroy to Mysore in February 1945. Copies of the booklet were sent to important persons and newspapers and I am thankful to say that it was generally well received.

8. I may be allowed to quote here from a few letters of appreciation:

1. "The get up of the Handbook of the Dasara Exhibition (1944) is excellent and the subjects dealt with and the articles contributed are informative and interesting. The Mysore Information Bulletin, in its present altered size, is more attractive. Accept my congratulations.

(Sir) T. Thumboo Chetty,
Private Secretary to His Highness
the Maharaja of Mysore.

2. " I have your excellent article on War Effort in Mysore. I enjoyed reading it, and so will, I am sure, all purchasers of our Handbook (of the Dasara Exhibition, 1943). As an accurate and readable summary of Mysore's not inconsiderable contribution towards Victory, it will be of permanent value to our readers as a record of reference.

Navaratna Rama Rao,
Retired Director of Industries and
Commerce.

3. " I found it (booklet on Mysore's War Effort) extremely interesting and I am sure that it will be a most valuable reference book for our library.

Lt.-Col. Morris Jones,
Asst. Director of Public Relations.

4. " I am very interested in the booklet and shall keep it as a valuable record.

(Sir D'Arcy Reilly,
Retd. Chief Justice.

5. "It (the booklet) is well written and well got up. I am glad that Mysore's War efforts are being given due publicity

C. Hayavadana Rao,
Editor, Mysore Economic Journal.

6. " I have read it (the booklet) with immense delight. It is exceedingly well written. The topics have been so thoughtfully presented that every Mysorean would feel highly proud. This brochure will be always a memorable record. I most heartily congratulate you.

V. Subrahmanya Iyer,
Retd. Registrar, University of Mysore.

7. " I am reading the booklet with much interest and profit.

K. Chandy,
Retd. Member of Council.

8. "Mysore's contribution to the Allied cause represents one of the greatest achievements in her history, and a record of it such as the present booklet, should be of undying interest to her people. Important occasions connected with Mysore's war preparations are recalled by the photographs included in the book.

The Madras Mail,
25.5.1945.

9. My work in connection with press advising during the period of war was also favourably noticed, as evidenced by the remarks of Mr. R. Venkataramiah, then Chief Press Adviser (now Judge, High Court of Mysore): "Mr. C. Nanjarajiengar has been very helpful to me as Chief Press Adviser. It may be noticed that the work done by him is novel in kind and useful in effect." May I also submit that the Press Advisory Committee was good enough to pass a resolution expressing its appreciation of my work in connection with the disposal of its business.

10. In view of the facts I have mentioned above and of the good opinion I have endeavoured to earn during my long service of 35 years and of the experience I have gained of publicity work, at different stages of my career, I request that the Government may be pleased to consider my name again for the post of Publicity Officer on the present revised scale of pay, viz., Rs 600-50-850, and to give me a renewed opportunity to serve them in that capacity.

Submitted to the Chief Secretary to Government thro' the General Secretary.

C. Nanjarajeiengar
26.1.49

Bangalore,
26th January 1949.

I strongly recommend for consideration the representation of Mr. C. Nanjaraja Iyengar praying for the post of Publicity Officer which has fallen vacant. His work has all along been

4217
CB

Hakidaday, and has carried the affirmation of Dewans
and Members of Council with whom he has dealt.

His Highness has
directed to Govt. Servant Dept.

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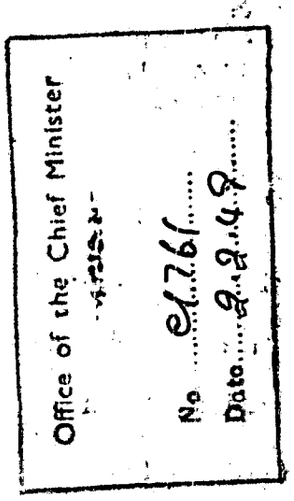
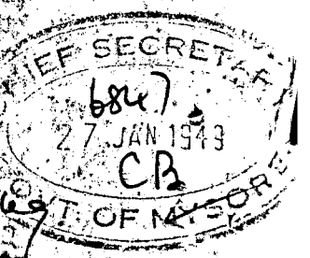
21/1

Chief Secretary.

with compliments





Chief Minister
Rev Secy Law
Chief Minister

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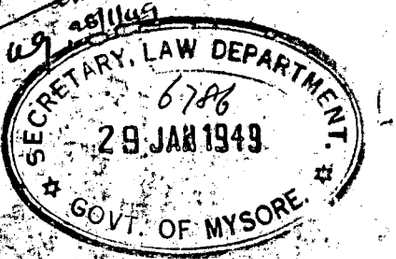

This has to be considered
when the matter of making
permanent arrangements regarding
Probationary Officers will be taken up

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